

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 09840 290707Z

12

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 023270

P R 290631Z JUL 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3578

UNCLAS TOKYO 9840

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE OF EXHIBITION REPORT ON AUTOMOTIVE PARTS AND
ACCESSORIES EXHIBITION

1. EXHIBITION: AUTOMOTIVE PARTS AND ACCESSORIES

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN
JULY 22-26, 1974

3. U.S. EXHIBITORS SEEKING REPRESENTATION: FIFTEEN

A) AGENTS AND DISTRIBUTORS APPOINTED: ONE

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: 20 (62 LEADS)

C) LICENSING AGREEMENTS UNDER NEGOTIATION: ONE (NINE LEADS)

D) JOINT VENTURE AGREEMENT REGISTERED: ONE

E) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: ONE (23 LEADS)

4. SALES AT EXHIBITION:

A) IMMEDIATE SALES \$15,300

B) TWELVE-MONTH SALES PROJECTION: \$9,370,000

5. REGISTERED VISITORS: 1,652

A) HANDCOUNTED VISITORS: 1,720

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 09840 290707Z

6. NOTEWORTHY EVENTS:

THE OPENING CEREMONY TOOK PLACE ON MONDAY, JULY 22
AT 1:00 P.M. WITH MINISTER THOMAS P. SHOESMITH AND MR. EIJI TOYODA,
PRESIDENT, JAPAN AUTOMOBILE MANUFACTURERS ASSOCIATION (PRESIDENT
OF TOYOTA MOTOR CO., LTD) OFFICIATING. ALSO MR. TADAHIRO IWAKOSHI,
PRESIDENT, NISSAN MOTOR CO., LTD, VISITED TC ON JULY 24 FOR MORE
THAN ONE HOUR. AMERICAN PARTICIPANTS WERE PLEASED TO SEE THESE
TOP MEN OF JAPANESE AUTOMOBILE INDUSTRY AT EXHIBITION. ECON
MINISTER WILLIAM CULBERT AND APCAC CHAIRMAN PAUL GIBSON ATTENDED
BUSINESSMEN'S RECEPTION EVENING JULY 25.

7. TOTAL EXHIBITORS: TWENTY-ONE (NINETEEN PAS)

A) NTE: TWO
B) NTM: SEVEN
C) OTM: TWELVE
D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: THIRTEEN
E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: EIGHT
F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: ZERO
G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: 15
HODGSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TOKYO09840
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740205-0134
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974078/aaaaagnw.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 04 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 OCT 2002 by ThomasVJ>; APPROVED <27 JAN 2003 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CLOSE OF EXHIBITION REPORT ON AUTOMOTIVE PARTS AND ACCESSORIES EXHIBITION
TAGS: BEXP, JA
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005